

The
preeminent
anesthesia
educational
event in the
world

12,000
attendees from
more than 85
countries

500
sessions,
special lectures
and hands-on
workshops

100
global
presenters

300
exhibitors

Exhibitor Prospectus

IMPROVING PATIENT OUTCOMES

ANESTHESIOLOGY[®] **2017**

BOSTON OCTOBER 21-25

goanesthesiology.org

American Society of
Anesthesiologists[®]

RESERVE YOUR EXHIBIT SPACE TODAY!

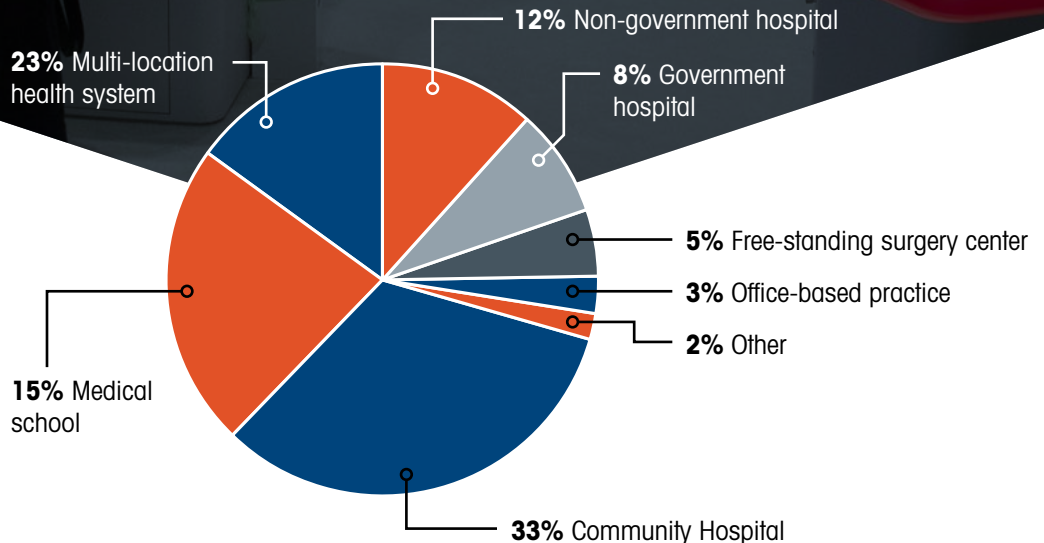
(800) 564-4220 or asaexhibits@spargoinc.com

Reach Your Perfect Audience at ANESTHESIOLOGY® 2017

For more than 65 years, ANESTHESIOLOGY has been the preeminent anesthesia educational conference in the world, bringing together upwards of 12,000 professionals in anesthesia, pain management and critical care medicine. At the heart of this five-day educational conference is the Connection Center - home to hundreds of exhibiting companies looking to build brand awareness and generate sales by engaging with influencers and decision makers in anesthesia. Be in Boston for ANESTHESIOLOGY 2017 as we return to the city where modern anesthesia was born.

Only the ANESTHESIOLOGY annual meeting can provide this unparalleled access to such a vast number of purchasing influencers under one roof. Given the reach of this conference and ASA's dedication to driving traffic to the Connection Center, exhibiting at ANESTHESIOLOGY 2017 should be at the top of your list.

PRACTICE SETTING



"ANESTHESIOLOGY is the place to see and be seen. Looking forward to Boston in 2017!"

NICKY MASTAIN
SurveyVitals

WHO ATTENDS?

- Physician anesthesiologists
- Anesthesiologist assistants
- Nurse anesthetists
- Respiratory therapists
- Pharmacists

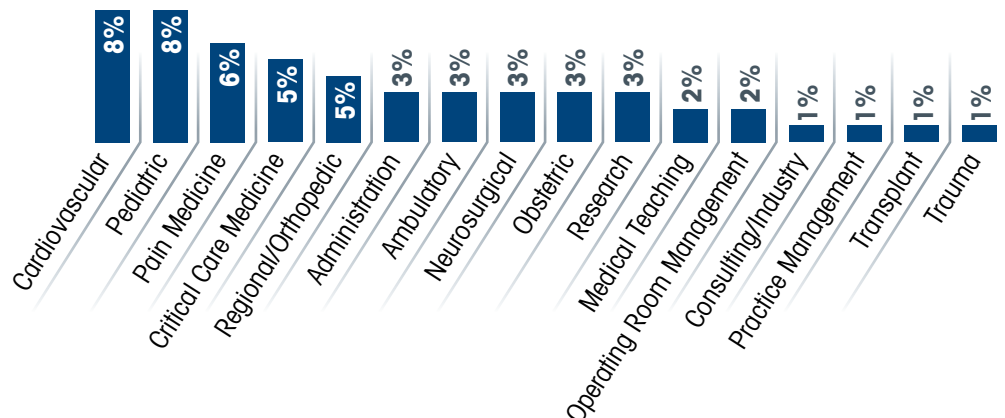
RATIO

of attendees-to-exhibiting companies is **40:1**



PRACTICE FOCUS/SPECIALTY

General Anesthesia – 46% of attendees. Practice Focus/Specialty of remaining attendees:



The Connection Center - a product, service and resource showcase - will attract your target market



To ensure you receive a strong return on your investment, ASA offers attendees multiple key attractions that help drive traffic to the Connection Center, including:

PRODUCT THEATER – Attracts up to 100 people and allows you to expand your reach beyond the booth by scheduling a product presentation.

WELCOME RECEPTION – Allows attendees to sample delicious food and drinks while learning about the latest drugs, devices, technology and services that the field has to offer.

MEDICALLY CHALLENGING CASES, ELECTRONIC POSTERS AND TRADITIONAL POSTER SESSIONS – Incorporate highly popular educational elements.

CONNECTION LOUNGES – A comfortable setting for attendees to meet and network complete with complimentary Wi-Fi, charging stations, CME kiosks, social media feeds and ASA TV.

ASA BISTRO – A conveniently located eatery where attendees can grab a bite between booth visits.

"ANESTHESIOLOGY is the ideal venue to showcase our products and enhance our brand awareness."

VINCE JORGENSEN

Mizuho OSI

EXHIBIT SPACE RATES

Standard

\$46.50 per sq. ft.

Premium

\$51.50 per sq. ft.

Corner Premium

\$300 per corner

CONNECTION CENTER DATES AND HOURS*

Saturday, October 21

10:30 a.m. - 6:30 p.m.

Sunday, October 22

9 a.m. - 4 p.m.

Monday, October 23

9 a.m. - 1 p.m.

*HOURS ARE SUBJECT TO CHANGE

BE IN BOSTON!

Reserve your space in the Connection Center today!

(800) 564-4220 or
asaexhibits@spargoinc.com

ATTENDEES WILL VISIT THE EXHIBITS IN SEARCH OF YOUR LATEST ADVANCES AND SOLUTIONS IN:

- Airway Management
- Anesthesia Carts
- Anesthesia Instruments
- Billing Services
- Blood Management Systems
- Blood Pressure Monitors
- Cannulas
- Critical Care Monitoring
- Education
- Imaging Systems
- Infusion Pumps
- Insurance
- Laryngoscopes
- Medication Safety & Compliance
- Needles/Syringes/Pumps
- Pain Management
- Patient Warming
- Pharmaceuticals
- Point of Care Ultrasound
- Practice Management
- Pulse Oximeters
- Software
- Staffing Services
- TEE
- Ventilation Equipment

And more!

Why Boston?

- 198,000 health care professionals in Boston
- Over 50% of U.S. health care professionals are within 2 hours of the city
- No. 1 in the nation for the number of doctors per 100,000 population
- High concentration of surgical device manufacturers
- 22 world-renowned teaching hospitals and academic medical centers

SOURCE: SIGNATURE BOSTON



Magnify your presence beyond the booth



THE ANESTHESIOLOGY ANNUAL MEETING OFFERS THE PROGRAMMING ATTENDEES ARE LOOKING FOR:

- Ambulatory Anesthesia
- Cardiac Anesthesia
- Critical Care Medicine
- Fundamentals of Anesthesiology
- Geriatric Anesthesia
- Neuroanesthesia
- Obstetric Anesthesia
- Pain Medicine
- Pediatric Anesthesia
- Perioperative Medicine
- Professional Issues
- Regional Anesthesia and Acute Pain

ABOUT ASA

ASA is an educational, research and scientific association of physicians organized to raise and maintain the standards of the medical practice of anesthesiology and improve the care of the patient.

[Learn more](#)

EXHIBITOR HEADQUARTERS

Located in the Connection Center, Exhibitor Headquarters are perfect places for your company to hold staff meetings, host a hospitality suite or meet with existing and potential clients.

[Learn more](#)

PRODUCT THEATER

Take advantage of the opportunity to have a 45-minute presentation of your product or service to attendees during peak traffic times. [Learn more](#)

WELCOME RECEPTION

Capture the attention of attendees by reserving one of the specialty drinks, wines, champagne or microbrews to be served directly from your exhibit space during Saturday evening's Welcome Reception in the Connection Center! [Learn more](#)

PRODUCT SHOWCASE & PREMIUM EXHIBITOR LISTING

The Product Showcase and Premium Exhibitor Listing package offers longer company and product descriptions, logos, press releases, product photos, corporate videos and inclusion in the onsite digital Product Showcase. [Learn more](#)

PRE-/POST-REGISTRATION LISTS

The pre-/post-registration lists contain attendee contact information captured during the registration process for attendees opting in to receive mailing information. [Learn more](#)



SPONSOR

The key to success at any meeting is maximum exposure to attendees. Whether your goal is branding, lead generation, market visibility, or all three, you want to encourage attendees to stop by your booth. With this in mind, the Annual Meeting Supporter sponsorship package is the perfect opportunity, designed to increase your exposure and help you meet or exceed your goals for ANESTHESIOLOGY. For additional information, please contact Julie O'Heir, senior manager of corporate relations, at j.oheir@asahq.org or (847) 268-9184.

EDUCATE

The number one reason people attend ANESTHESIOLOGY is to avail themselves of the best education in the field of anesthesiology in the world. Demonstrate your commitment to this exceptional education by providing an educational grant for an accredited education symposium or a learning module in a self-directed learning station (SDLS) on a topic relevant to your business goals. For additional information, please contact Julie O'Heir, senior manager of corporate relations, at j.oheir@asahq.org or (847) 268-9184.

[Learn more](#)

ADVERTISE

Reach attendees before they even arrive. Explore the ANESTHESIOLOGY 2017 advertising options and build excitement before attendees set foot in Boston. For additional information, please contact Amber Howard at amber.howard@wf-group.com or (443) 512-8899 ext. 115. [Learn more](#)